

## **Keuka College 2022 Campus Action Plan**

**Goal:** Keuka College's goal is to develop a democratic engagement action plan that involves students, faculty, staff, and local election partners in civic and electoral engagement. Additionally, Keuka College aims to give students the proper resources to help them navigate their political beliefs. Furthermore, we strive to encourage as many students as possible to execute their right to vote and strengthen efforts that help students overcome barriers to participating in the political process.

**Coalition:** Our coalition will be the Voter Registration Committee. This committee will be composed of the Director of Student Leadership & Engagement, the Director of Inclusion and Belonging, the Assistant Director of Inclusion and Belonging, a Professor of Political Science, a Student Senate Representative, a Multicultural Student Association Representative, a PRIDE Club representative, and a Campus Activities Board Representative. This team is scheduled to evolve and grow as needed to include various departments and communities. Operations of the Voter Registration Committee will be assisted by the KC Squad, a campus wide team of professionals and students that focus on campus wide programming. The Voter Registration Committee will delegate to different departments across the Student Life division as needed in partnership with the Associate Vice President/Dean of Students.

### **Description of Work:**

- Increase Voter Registration
  - Tabling for Voter Registration at major events including New Student Orientation, Fall Semester Move-In Day, Party in the Park, Green & Gold Weekend, Fall Festival, Voter Registration Day, and Wolf Madness.
  - Incentivizing students to register with prizes (T-shirts, Raffles, Games, etc.)
  - Recording student attendance at programs/events related to voter registration to assess changes in civic engagement and participation.
- Increase Voter Education
  - Modeling ways that students can debate issues passionately and engage in open dialogues respectfully with one another, while tolerating alternative points of view, utilizing campus programs such as "Hmm...Hadn't Thought of That" and "Know Your Neighbor". We will involve Yates County Democrats and Yates County Republicans to educate participants on varying viewpoints and engage in bipartisan discussions of relevant policies and legislation.
  - Focusing on civic responsibility through programs which engage in open dialogues with the community.
  - Marketing materials and campaigns designed to increase awareness regarding civic engagement and legislation.
  - Working with political science faculty to ensure classes are challenging students to put together information from multiple reliable sources and students are engaged academically in current events and political activity in the community.
  - Familiarizing students with voting protocols and ballots through programming and marketing campaigns.
- Voter Turnout
  - Holding a community celebration on Election Day through the Campus Activities Board.
  - Working with Campus Activities Board (CAB) to create programs
  - Incorporating Residence Hall programming (Residence Hall Challenge) to engage students and build community within their residence halls.
- Students as Voter Advocates
  - Identifying, training, and developing student leaders to be ambassadors (Peer Mentors, Campus Activities, Student Senate, and other interested students).
  - Educating on self-advocacy.
  - Engaging students through various social media platforms to encourage peers to vote and participate in activities.

**Timeline:**

August	
Intended Outcome	Description - Plan
Student leaders will be trained to professionally host voter registration stations.	We will provide training for student leaders interested in engaging the community.
Increase the number of students that are registered to vote.	We will provide educational and convenient means to register to vote at stations facilitated by trained students, faculty, and staff at high-attendance and critical days in the Fall semester to increase students registered to vote in their counties.

September	
Intended Outcome	Description - Plan
Increase the number of programming and opportunities	<p>“Hmm...Hadn’t Thought of That” program Panel Discussion(s) with Yates County Democrats and Yates County Republicans to educate participants on varying viewpoints and engage in bipartisan discussions of popular policies and legislation.</p> <p>Civic Responsibility discussion with students at “Know Your Neighbor” programs to engage in open dialogues with the community.</p> <p>Design marketing materials and campaigns to increase awareness regarding civic engagement and legislation.</p> <p>Work with political science faculty to ensure classes are challenging students to put together information from multiple reliable sources and students are engaged academically in current events and political activity in the community.</p> <p>Model ways that students can debate issues passionately and engage in open dialogues respectfully with one another, while tolerating alternative points of view.</p> <p>Use programming and marketing campaigns to increase familiarity with voting protocols and ballots.</p>
Increase the number of students that are registered to vote.	We will provide educational and convenient means to register to vote at stations facilitated by trained students, faculty, and staff at high-attendance and critical days in the Fall semester to increase students registered to vote in the county.

October	
Intended Outcome	Description - Plan
Increase the number of programming and opportunities	<p>“Hmm...Hadn’t Thought of That” program Panel Discussion(s) with Yates County Democrats and Yates County Republicans to educate participants on varying viewpoints and engage in bipartisan discussions of popular policies and legislation.</p> <p>Civic Responsibility discussion with students at “Know Your Neighbor” programs to engage in open dialogues with the community.</p> <p>Design marketing materials and campaigns to increase awareness regarding civic engagement and legislation.</p> <p>Work with political science faculty to ensure classes are challenging students to put together information from multiple reliable sources and students are engaged academically in current events and political activity in the community.</p>

	<p>Through “Know Your Neighbor” and “Hmm..Hadn’t Thought of That” discussion panels, we plan to model ways that students can debate issues passionately and engage in open dialogues respectfully with one another, while tolerating alternative points of view.</p> <p>Using programming and marketing campaigns, we will increase familiarity with voting protocols and ballots.</p>
Increase the number of students that are registered to vote.	We will provide educational and convenient means to register to vote at stations facilitated by trained students, faculty, and staff at high-attendance and critical days in the Fall semester to increase students registered to vote in the county.

November	
Intended Outcome	Description - Plan
Increase the number of get out to vote programming and opportunities	<p>“Hmm...Hadn’t Thought of That” program Panel Discussion(s) with Yates County Democrats and Yates County Republicans to educate participants on varying viewpoints and engage in bipartisan discussions of popular policies and legislation.</p> <p>Civic Responsibility discussion with students at “Know Your Neighbor” programs to engage in open dialogues with the community.</p> <p>Design marketing materials and campaigns to increase awareness regarding civic engagement and legislation.</p> <p>Work with political science faculty to ensure classes are challenging students to put together information from multiple reliable sources and students are engaged academically in current events and political activity in the community.</p> <p>Through “Know Your Neighbor” and “Hmm..Hadn’t Thought of That” discussion panels, we plan to model ways that students can debate issues passionately and engage in open dialogues respectfully with one another, while tolerating alternative points of view.</p> <p>Using programming and marketing campaigns, we will increase familiarity with voting protocols and ballots.</p>
Increase the number of students that are registered to vote.	We will provide educational and convenient means to register to vote at stations facilitated by trained students, faculty, and staff at high-attendance and critical days in the Fall semester to increase students registered to vote in the county.

**Assessment - What Does Success Look Like?:**

- Increase student voter registration to meet or exceed national averages on college campuses. Track growth of the registered student voters quarterly.
- Track the formation of different political and activism-related student initiated clubs and organizations as benchmarks to gauge student interest and student civic engagement.
- There will be two events (one each semester) which will include local community members and elected Penn Yan Democrats and Republicans to participate in panel discussions related to political issues
- One values clarification program will be offered each semester to students.
- Website that points students to credible, unbiased information to assist students in their election decisions